

## **Privacy Policy**

This privacy policy reflects the intent and commitment of savoirfairePR [sfPR] to maintain the privacy of our clients and others and inform you of our practice in collecting, using and disclosing personal information.

### **Personal information**

Personal information refers to any information furnished to sfPR that holds identifiable information about an individual or entity.

### **Purpose of personal information**

It may be necessary for sfPR to collect personal information in order to determine whether a business relationship is possible. sfPR may request your name, address, and contact coordinates in order to establish your identity, for example. Such information will be held in confidence and shared with no one, unless authorized.

During a business relationship with you, sfPR may need to collect or disclose your personal information. Whenever personal information is being collected by sfPR, the intended use will be disclosed to you and sfPR will only use your supplied personal information for the stated purpose. Under no circumstances will sfPR use, sell or trade your personal information.

### **Billing information**

Personal information may be required by sfPR for billing purposes and other uses, during the normal course of doing contracted work.

### **Limits on personal information**

sfPR may collect your personal information in a variety of formats, e.g. online intake form, email or telephone consultation. sfPR will only do so by appropriate and legal means and only when necessary for business reasons.

sfPR has authorized third-parties to track general information about visitors to its public website, e.g. domain name, IP address, and the company uses "cookies" on its website which you may decline by choosing appropriate settings on your computer.

Personal information may be collected via sfPR's website and other social communication channels in an electronic form, for example. Information volunteered by visitors to sfPR, such as information requests and replies to its offers of service, will be used by sfPR to serve its clients, prospective clients and publics. The personal information collected will be retained by sfPR only for as long as required for the stated purpose, and no longer than dictated by law.

### **Consent**

By providing personal information to sfPR, you agree and consent to the use or disclosure of your personal information under the terms of this privacy policy. Your consent may be granted by signing a document, agreeing to terms in an electronic communication, or by providing your personal information voluntarily to sfPR.

In the event that your personal information is required by law or under order from an authorized court, agency or government, sfPR may be obliged to comply. sfPR may need to disclose personal information for collection purposes or to pursue remedies or limit damages that the company may sustain. When obliged or permitted to disclose information without consent, sfPR will disclose only the information required. You retain the right to revoke consent to your personal information at any time though it may result in the inability of sfPR to provide further service.

### **Disclosure**

sfPR may disclose personal information to partnering organizations from time to time, under the terms that such information is managed under the guidelines of this privacy policy.

### **Security**

sfPR holds personal information in the cities in which it operates where it is protected and secured in keeping with best practice. Certain personal information may be stored in off-site storage facilities, e.g. website or survey data, some of which may be stored outside Canada and subject to the local laws in the jurisdiction where it was collected, i.e., Ontario, Canada.

### **Aggregated information**

sfPR retains the right to use aggregated information that may be derived from personal information the company has received, provided that the identity of individuals and entities cannot be determined.

### **Amendments**

This privacy policy came into effect June 1, 2014. Any future change to this policy will be posted to the sfPR website.